

# The Review on the Patterns and Developments in Retail Commerce: Focusing on the Future Customer Experience

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**Abstract:** Retail associations are currently encountering increased competition as a result of rapid advancements in innovation, more sophisticated management techniques, and a more competitive industry environment. Therefore, retail firms have shifted their focus from increasing sales to finding methods of attracting and retaining customers. This study presents a novel perspective on enhancing the customer experience to enhance the performance of retail organizations. The proposition suggests that the exploitation of technology and the customer experience are fundamental factors in customer loyalty. Considering the combination of design thinking and marketing strategies, we provide a new framework for the shopping experience. Using this approach, we developed a mobile application and implemented it at a grocery shop located in Monterrey, which is the third-largest city in Mexico. This story also explores the role that technology plays in enhancing customer satisfaction. We hypothesize that utilizing advanced resources can enhance the communication and interaction between the store and customers, hence influencing their final decision-making process about purchases. The study of flow has important implications for business executives, since it promotes understanding, foresight, and expertise in retail professionals.

**Keywords:** consumer satisfaction; shopping experience design; retailing trends; innovation; creative thinking; marketing data; user-centric design; store loyalty